

CHALLENGES AND CHOICES IN

OBSTETRIC ANAESTHESIA

3-4 May 2023 ♦ ICC Sydney ♦ #OBSIG23SYD

HEALTHCARE INDUSTRY PROSPECTUS

On behalf of the Obstetric Anaesthesia Special Interest Group (SIG) we're delighted to invite you to our next meeting, 'Challenges and choices in obstetric anaesthesia', to be held in Sydney from 3-4 May 2023. The venue is the International Convention Centre, Darling Harbour, Sydney (ICC Sydney) and is a satellite meeting to the ANZCA Annual Scientific Meeting (ASM) being held at the same venue from 5-9 May.

We aim to provide a high quality, content-rich and impactful meeting that will disseminate new concepts, knowledge and best practice through lectures, case presentations, panel discussions, research sharing, and debate. Drawing on the knowledge and experience of assembled delegates, an expert group of international and local specialists will share contemporary insights in how to best navigate a range of challenging conditions and situations encountered in the obstetric setting.

Keynote international speakers include Dr Nuala Lucas, Northwick Park Hospital, London, UK, President-elect of the Obstetric Anaesthetists' Association (OAA), and Associate Professor Lawrence Tsen, Brigham and Women's Hospital, Boston, United States, and former President of the Society for Obstetric Anaesthesia and Perinatology (SOAP). Both bring a wealth of clinical and research expertise, and they look forward to meeting and engaging with delegates.

Local expert presenters and faculty include Dr Allan Cyna (Adelaide), Professor Alicia Dennis (Melbourne) and Professor Michael Paech (Perth).

The scientific program is broad-ranging and will include presentations, panel discussions and debate on a range of topics including failed neuraxial block, communication challenges, medico-legal pitfalls,

and contemporary management of the obstetric general anaesthetic. We'll share new knowledge and innovations in the specialty recently published in scientific journals in a 'What's hot?' session, and we'll present current research findings in the 'Michael Paech Research and Innovation session' along with a prize awarded for the best submission.

We'll have a welcome reception held in the healthcare industry (HCI) area at ICC Sydney on the first evening of the meeting for delegates and our sponsors to catch up, reconnect and share a drink. On Thursday evening, we'll have a harbour cruise from Darling Harbour to the Deckhouse at Woolwich Bay to enjoy a substantial cocktail reception overlooking the stunning views of Sydney Harbour, which you are welcome to attend at an extra fee.

We acknowledge the enormous generosity of the HCI in supporting the Obstetric Anaesthesia SIG meetings in the past and we hope that you'll be interested in participating at this unique event. We aim to provide an inclusive, welcoming and relaxed environment for delegates to mix with each other, key leaders from our speciality, and our colleagues from the HCI. With the highly anticipated return of a major face-to-face obstetric anaesthesia meeting such as this, we expect high levels of excitement and enthusiasm throughout the two days of the meeting.

We look forward to welcoming you to Sydney in May for a meeting with an outstanding scientific program from leading local and international obstetric anaesthetists.

Dr Matthew Rucklidge

Convenor, 2023 Obstetric Anaesthesia SIG meeting

»»» 2023 OBSTETRIC ANAESTHESIA SIG MEETING

The venue

Situated at the intersection of Sydney's academic, cultural and technology precincts, ICC Sydney affords delegates, exhibitors and visitors convenient access to Australia's most cosmopolitan city.

Meeting promotion

A professionally planned and executed marketing strategy will ensure that the benefits of supporting the meeting are widely known across Australia and New Zealand.

This includes:

- Extensive direct mail campaigns.
- Website and electronic promotions.
- Social media campaigns including links with and to online medical education.
- Use of hospital, private practice and international and national speaker networks.
- Active promotion at all ACE meetings held in the months prior to the meeting.

Why should you sponsor the Obstetric Anaesthesia SIG meeting?

If anaesthetists, pain medicine specialists, physicians, surgeons, psychiatrists, trainees and allied medical personnel are part of your target market, there's no better way to reach them all in one meeting than by supporting the meeting. The key benefits to sponsorship include:

- The opportunity to promote your name, support your brand and maintain a high profile among specialists before, during and after the event.
- Meeting delegates are keen to improve their scientific knowledge. Aligning your company with this educational experience demonstrates your commitment to assisting their professional development and further education.
- An opportunity to consolidate corporate relationships and expose your staff to their key markets.
- Interacting with delegates face-to-face during morning, lunchtime and afternoon tea breaks.
- Benefiting significantly from exposure to a keenly interested, relevant, and above all, influential audience in an educational environment away from the competition of everyday distractions.

- An increase in online exposure and extended delegate reach through the dedicated ANZCA and ACE meeting websites, our many social media channels (Twitter, Facebook, Instagram and LinkedIn), as well as exposure on our supporting virtual conference platform.

The events team would be delighted to meet with you to discuss these opportunities for promoting your products or services.

Early confirmation of your sponsorship of the meeting will ensure an even higher level of exposure. An extensive promotional campaign including advertisements, direct mail campaigns, email broadcasts and web exposure will be implemented in the lead up to the meeting and the opportunity exists for your company to be represented as a key supporter of the meeting well in advance of the actual date.

What's new in 2023?

We've had many challenges over the last two years; however, we've received many learnings from it. New opportunities for 2023 include a virtual booth package and the option for delegates to attend in person or virtually.

Sustainability at ANZCA events

As part of the college's commitment to environmental sustainability, we've eliminated printed collateral and single use plastic. We no longer print registration brochures, handbooks or pocket programs for our meetings. The volume of paper to produce the brochures and handbooks for one ASM and associate meetings equates to approximately 880 reams of paper, which is in excess of 50 trees and over an acre of forest.

Further information on sustainability at our events can be found on the ANZCA website.

As a sponsor of the 2023 meeting, we encourage you to take responsibility for your own footprint. This includes eliminating single use flyers/brochures/signage, recycling all packaging where possible and consider what you bring in and taking all items and material back to your office. We also suggest using personal reusable coffee cups and water bottles throughout the duration of the meeting.

SPONSORSHIP OPPORTUNITIES

We value the long-standing relationships we have in the healthcare industry and are excited to invite you to be part of the Obstetric Anaesthesia SIG meeting. There has never been a more important time to reconnect with our specialty group.

Below is a summary of what we have on offer for 2023. All prices are inclusive of the Australian Goods and Services Tax (GST).

- Major sponsor A\$8000.
- Exhibitor A\$4000.

In addition to the listed options, we welcome the opportunity to discuss your individual sponsorship requests in order to best accommodate your company's marketing and sponsorship requirements.

Please contact Sarah Chezan, ANZCA Senior Events Officer, on +61 3 9093 4982 or email events@anzca.edu.au.

OPPORTUNITIES AT A GLANCE

	Major sponsor A\$8,000 Investment (not exclusive)	Exhibitor A\$4,000 Investment
Exhibition		
Inclusions	<ul style="list-style-type: none"> • One standard power point • Two skirted trestle table • Two chairs • Premier display area 	<ul style="list-style-type: none"> • One standard power point • A skirted trestle table • Two chairs
Complimentary registrations (including morning tea, lunch and afternoon tea)	4	2
ANZCA website		
Company logo and website link on the Obstetric Anaesthesia SIG meeting webpage	✓	✓
ANZCA publications		
Monthly events e-newsletter		
Acknowledgment as a major sponsor via company logo within the meeting webpage (in conjunction with general meeting promotion) Circulation to 10,000+ members	✓	
Twitter		
Access to two twitter posts via @ANZCA, drafted by ANZCA and acknowledging your support	✓	
Support from the inhouse ANZCA social media team	✓	
Virtual platform and app		
Virtual booth		
Company logo, profile and link to website		
Company team meeting hub - Name, photo and title displayed		
Content - Engagement through video, online brochures, website links		
Delegate engagement - Option for one-to-one online chats, video calls and pre-organised meetings (virtual delegates only)		
Lead management - Creation of leading questions that can be answered when interacting with virtual delegates during video or online chat	✓	✓
Reporting of these leads with answers provided post meeting (virtual delegates only)		
Reporting and analytics - Reporting on all virtual delegates who enter your virtual booth (name and state).		
Reporting on how the delegates engage with the content in your virtual booth (brochures, videos, URL, live chats etc.)		
Reports will be available post event		

OPPORTUNITIES AT A GLANCE

	Major sponsor A\$8,000 Investment (not exclusive)	Exhibitor A\$4,000 Investment
Virtual attendee portal sponsor banner*** Company logo to feature on rotating clickable banner throughout meeting	✓	✓
Event app sponsor banner*** Company logo to feature on rotating clickable banner throughout meeting	✓	
Full screen take-over advertisement on launch/home page	✓	
Additional perks		
Company logo on meeting venue signage where possible	✓	
Delegate list Includes first name, surname and state (subject to privacy laws)	✓	✓
Company acknowledgment on meeting session holding slides Featured during the scientific program only, in alphabetical order.	Company logo	Company logo
Obstetric Anaesthesia SIG cocktail reception Tickets to attend the Obstetric SIG Anaesthesia cocktail reception Additional tickets can be purchased for \$150pp.	2	
30 second video advertisement**** One video advertisement shown between sessions subject to approval by meeting convenors	✓	
Push notification Access to two push notifications via the meeting virtual platform	✓	
Gamification question***** One multiple choice question via QR code at booth.	✓	✓

*** Event app: Acknowledgment as a sponsor on the top scrolling banner. Please note that other meeting announcements and advertisements will also appear on the mobile app throughout the meeting.

**** 30 second video advertising: Opportunity to provide your company video advert to be played at the beginning of a session within the scientific program. Video content and placement within the scientific program is subject to approval by the scientific co-convenors.

***** Gamification: As part of our engagement with the healthcare industry and the delegates during the virtual meeting, we are having gamification. Gamification is a point scoring system where our delegates will achieve points for answering questions, making connections, meeting with healthcare industry etc. Sponsors are able to provide one multiple choice question, no more than 10 words.

Additional HCI registrations can be purchased for \$A365. Representatives would also be welcome to attend the meeting cocktail reception, to be held on Thursday evening at the Deckhouse, Woolwich Bay for an additional cost of \$A150 per person.

»»»» EXHIBITION OPPORTUNITIES

The exhibition will be the focal point of the meeting. The program is structured to maximise the opportunity for delegates to visit the exhibition during morning, lunch and afternoon tea breaks. Exhibition applications are taken on a first-come, first-serve basis and can be made on the enclosed form.

Upon receipt, exhibition space will be allocated, and written confirmation sent to you, together with an invoice for the cost of your stand(s).

Unable to attend in person? Give us a call and we can discuss the option of a virtual booth or other virtual presence alternatives.

»»»» VIRTUAL BRANDING OPPORTUNITIES

30-second video advertisements

Investment of \$A605 (GST included)

Opportunity to provide your company video advert to be played at the beginning of a session within the scientific program. Video content supplied and placement within the scientific program is subject to approval.

Entitlements:

- Video advertisement played once.
- Video will feature within the OnDemand content of the virtual platform for up to 12 months post the meeting.

Meeting homepage banner

Investment of \$A825 (GST included)

An exclusive limited opportunity to feature on the homepage banner of the virtual platform.

Entitlements:

- Banner advert will feature on rotation throughout the meeting and be visible for delegates to see for up to 12 months post the meeting.
- Opportunity for you to provide a link of your choice for the banner so delegates are taken to your chosen webpage.

SPONSORSHIP FORM

Contact details

Main contact name:

Company name:

Position:

Postal address:

State/postcode:

Phone:

Mobile:

Website URL:

Email:

Social media handles:

Products/services to be exhibited:

Additional information for ANZCA

ie. competing companies to be made aware of when allocating booth placements

Sponsorship investment

Major
\$A8,000

Exhibitor
\$A4,000

30-second video advertisements
\$A605

Meeting homepage banner
\$A825

Sponsorship total amount
\$A

All costs are shown in Australian dollars and are inclusive of GST.

Payment options

Upon confirmation of your booking the following payment options are available.

- Payment in full is required to secure your booking.

I require a tax invoice to make payment.

I wish to pay by bank transfer.

Bank details will be supplied on your tax invoice issued with confirmation.

I would like to pay by credit card:

Visa
 MasterCard

* Please note all credit card payments will incur a 1% surcharge.

Total payment: \$A

Amount to authorise: \$A

Card number:

Expiry date:

Card holder's name:

Terms and conditions of sponsorship and exhibition

1. The meeting may have more than one major sponsor.
2. The sponsorship packages including all artwork and advertising will be subject to organising committee approval and their decision will be final.

Cancellation policy

Acceptance of sponsorship will be subject to approval. ACE reserves the right to decline applications from the healthcare industry based on, among other things, any company that does not uphold the objectives of the meeting and/or does not meet requirements within the sponsorship policy.

Cancellations will only be accepted in writing and must be signed by the person whose signature appears on the original confirmation form or their nominee. Cancellations received more than four weeks from the meeting will be liable for a \$200 administration fee.

Cancellations within four weeks of the meeting will receive no refund and will be liable for payment in full should it not have been received by the cancellation date. The 2023 organising committee reserves the right to cancel the meeting in circumstances beyond their control. In such case all monies paid to date will be refunded in full. The liability of the organiser will be limited to that amount.

ACE reserves the right at any time to change the format of the event, content, location and timing or any other aspect of the event. ACE will make reasonable efforts to provide a program and content equivalent of standard if changes are made to the event. Consideration will be given to sponsors and their associated sponsorship agreement if impacted by the change/s. Agreements will be reviewed on a case-by-case scenario and discussed accordingly.

I have read the cancellation policy and accept all of its conditions.

Name:

Organisation:

Signed:

Date:

ABN: 82 055 042 852 – Australian and New Zealand College
of Anaesthetists

Meeting contact:

Sarah Chezan

ANZCA Senior Events Officer

Ph: +613 9093 4982

Please email this form to: events@anzca.edu.au